MINUTES - REGULAR MEETING
SANTA MARIA CITY COUNCIL

CITY HALL COUNCIL CHAMBERS
SANTA MARIA, CALIFORNIA

SEPTEMBER 2, 2014

INVOCATION:
Reverend Gary Hansen gave the Invocation.

PLEDGE OF ALLEGIANCE TO THE FLAG:
Councilmember Boysen led the Pledge of Allegiance.

CALL TO ORDER:
Mayor Patino called the meeting to order at 6:30 p.m.

ROLL CALL:
MEMBERS PRESENT
Councilmembers Boysen, Green, Orach, Zuniga, and Mayor Patino

STAFF MEMBERS PRESENT
City Manager Haydon, City Attorney Trujillo, Director of Community Development Appel, Deputy City Manager Barnhard, City Librarian Housel, Police Chief Martin, Fire Battalion Chief Bertram, Director of Recreation and Parks Posada, Principal Civil Engineer Baes, Director of Utilities Sweet, Deputy City Manager Tse, Director of Administrative Services Visé, and Chief Deputy City Clerk Garietz.

1. PROCLAMATIONS/PRESENTATIONS:

A. PROCLAMATION – ADULT LITERACY AWARENESS MONTH
Councilmember Zuniga presented a Proclamation recognizing September 2014 as Adult Literacy Awareness Month in the City of Santa Maria. City Librarian Mary Housel along with Central Coast Literacy Council Director Laura Arteaga Davidson accepted the Proclamation.

B. PROCLAMATION – OVARIAN CANCER AWARENESS MONTH
Mayor Patino presented a Proclamation recognizing September 2014 as Ovarian Cancer Awareness Month in the City of Santa Maria and encouraged the community to become educated about the symptoms of ovarian cancer. Cristina Martins Sinco accepted the Proclamation.

C. PROCLAMATION – ALCOHOL AND DRUG ADDICTION RECOVERY MONTH
Councilmember Boysen presented a Proclamation recognizing September 2014 as Alcohol and Drug Addiction Recovery month in the City of Santa Maria. Donna Flores and Nancy Gottlieb of Good Samaritan Shelter, Matt Hamlin with Coast Valley Treatment Center, and Mickey Walker with Center for Change accepted the Proclamation.

Ms. Flores announced Good Samaritan would be hosting a Recovery Day celebration on Wednesday, September 10, at Buena Vista Park from 4pm-6pm. Ms. Gottlieb added the opportunity will be provided to enroll in CalFresh and Cover California and she thanked all of the sponsors involved in the event.

2. PUBLIC COMMENT PERIOD (NOT TO EXCEED A TOTAL OF 15 MINUTES):
Lynn Spier, representing Serve Santa Maria, spoke about the recent Serve Santa Maria VIII event and the work that was done. In honor of the book *To Transform a City*, written by Eric Swanson and Sam Williams, Serve Santa Maria is bringing Eric Swanson to Santa Maria October 17-19, 2014. On October 17 from 6:00-8:00 p.m., there will be a small dinner and workshop at First Christian Church, for local Pastors and City leaders. On October 18, author Eric Swanson will lead a seminar from 8:30-12:30 p.m. for the community at a cost of $15 per person. On October 19th he'll be preaching at First Christian Church. To learn more about the seminar and register, he invited everyone to go to the website: ServeSantaMaria.com.

3. CONSENT CALENDAR:
Councilmember Zuniga asked to comment on Items 3E and 3H.

3E – Office of Traffic Safety (OTS) Grant
Councilmember Zuniga asked Police Chief Martin for descriptions of the programs, particularly the Court Sting and Stake-Out Operations; education strategies; and a summary of the projects already funded by OTS grants since 2009. She also asked if the funding was new or continued funding.

Police Chief Martin explained that the grant does not require matching funds and is a $20,000 increase from the previous fiscal year. Sting Operations occur when a Judge lets the police know if a person has had their license revoked in court that day. The police wait outside the court for that person to get in their car and leave the Courthouse. Warrant Service Operations occur when police target DUI suspects who did not show up in court. The Safety Education Programs educate between 400-500 individuals annually. In 2010-2011, Santa Maria was ranked sixth in State of California with alcohol-

related collisions, and more recently ranked ninth in the State. Santa Maria was first in the State with alcohol related driving incidences by people under 21 years of age. Now the City is 25th in the State. Mr. Martin also stated the Police Department has increased the number of officers on the road.

Mayor Patino asked about distracted pedestrians using crosswalks while on the phone and if the City offered any education in that area.

Chief Martin said awareness is taught in the schools; but at this point, the City does not ticket distracted pedestrians.

3H – Ordinance No. 2014-07 regarding water waste and conservation
Councilmember Zuniga asked what efforts were being taken to educate both the English and Spanish speaking communities about water waste and conservation; if warnings would be issued prior to fines; and if Santa Maria would be doing a program similar to other cities wherein residents are paid $1 for every square foot of grass replaced with water-efficient landscaping through a "Cash for Grass" rebate program.

Director of Utilities Sweet explained the City has a continuing education program about water conservation which has been very effective in educating students. He stated that enforcing water conservation is triggered by a neighborhood complaint of the misuse of water. The Utilities Department issues a warning and works with the offender to correct the issue. The program is more about educating people and not so much about strict enforcement. The "Cash for Grass" program is unique to some areas where there is an extreme water shortage. Santa Maria is fortunate to not need the program. Water conservation staff take into account both English and Spanish speakers when creating flyers.

Councilmember Orach suggested including educational flyers with utility bills.

Consent Calendar Items 3A through 3H were approved on motion by Councilmember Orach, seconded by Councilmember Zuniga, and carried on the following vote: 5-0.

AYES:	Councilmembers Boysen, Green, Orach, Zuniga, and Mayor Patino
NOES:	None
ABSENT:	None
ABSTAIN:	None

A. ORDINANCES
The reading in full of all ordinances and resolutions was waived. Ordinances on the Consent Calendar were adopted by the same vote cast at the first reading unless City Council indicated otherwise.

B. MINUTES
The Minutes of the Regular City Council meeting of August 19, 2014, were approved as submitted.

C. WARRANTS
Warrant Nos. 188108 to 188356 totaling $1,990,768.29 were ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Administrative Services. Warrant Nos. 181174, 183768, 187250, 187349, 187441, 187715, and 188074 were cancelled.

D. PAYROLL
Payment of payroll was ordered ratified subject to having been certified by the proper Department Heads, as shown on records on file in the Department of Administrative Services and having been approved for payment by the Director of Administrative Services.

E. AGREEMENT FOR OFFICE OF TRAFFIC SAFETY.
Resolution No. 2014-110 was adopted authorizing the appropriation of $378,000 to be allocated to the Santa Maria Police Department under the provisions of the Office of Traffic Safety (OTS) Selective Traffic Enforcement Program, Grant PT15100.

Resolution 2014-110 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROPRIATING FUNDING UNDER THE CALIFORNIA OFFICE OF TRAFFIC SAFETY GRANT PROGRAM #PT15100.

F. REMOVAL OF NO STOPPING ZONE – CARLOTTI DRIVE
Resolution No. 2014-111 was adopted remove no-stopping zones at Carlotti Drive along the eastern right-of-way 120 feet north of the extension of the northern right-of-way of Murray Drive and extending 245 feet to the north; and along the western right-of-way beginning 48 feet north of the extension of the northern right-of-way of Murray Drive extending 285 feet to the north.

Resolution No. 2014-111 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, ADOPTING THE REMOVAL OF NO-STOPPING ZONES ON CARLOTTI DRIVE BETWEEN TABITHA LANE AND MURRAY DRIVE PURSUANT TO SECTION 7-5.16 OF THE SANTA MARIA MUNICIPAL CODE.

G. NO STOPPING ZONE – WEST TAYLOR STREET
Resolution No. 2014-112 was adopted establishing a no-stopping zone at West Taylor Street at the intersection of North Curryer Street along the southern right-of-way of West Taylor Street beginning at the extension of the western right-of-way of North Curryer Street and extending 45 feet to the west, resulting in 25 feet of painted red curb from the curb return.

Resolution No. 2014-111 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, ADOPTING A NO-STOPPING ZONE ON WEST TAYLOR STREET AT THE INTERSECTION OF NORTH CURRYER STREET PURSUANT TO SECTION 7-5.16 OF THE SANTA MARIA MUNICIPAL CODE.

H. ORDINANCE – WATER WASTE AND CONSERVATION
The City Council conducted the second reading and adopted Ordinance No. 2014-07 amending the Santa Maria Municipal Code Section 8-10.33 regarding water waste and conservation.

Ordinance No. 2014-07 adopted. AN ORDINANCE OF THE CITY OF SANTA MARIA, CALIFORNIA, AMENDING SANTA MARIA MUNICIPAL CODE SECTION 8-10.33 REGARDING WATER WASTE AND CONSERVATION.

APPOINTMENTS:

4. APPOINTMENTS TO VARIOUS BOARDS AND COMMITTEES. Chief Deputy City Clerk Garietz gave a presentation as detailed in the written Council Agenda Report. The City Council was requested to make one appointment to the Block Grants Advisory Committee and one appointment to the Central Coast Commission for Senior Citizens, Area Agency on Aging.

Block Grants Advisory Committee
One member was needed to fill a vacancy on the Block Grants Advisory Committee for a regular term of three years ending July 2017. Incumbent Bodil Cudd did not reapply. Four new applications were received from Christina Gonzalez, Edward Haworth, Kathy Hayes, and Kenneth Wolf.

Public Input
There were no requests to speak.

Councilmember Zuniga nominated Christina Gonzalez.

Mayor Patino accepted the nomination and, on motion by Councilmember Zuniga, seconded by Councilmember Boysen, and carried unanimously, Christina Gonzalez was appointed to the Block Grants Advisory Committee to serve a term of three years ending in July 2017.

Central Coast Commission for Senior Citizens, Area Agency on Aging
One member was needed to fill an unexpired term ending January 2015. Two new applications were received from Rob Freyer and Milton Washington.

On motion by Mayor Patino, seconded by Councilmember Orach, and carried unanimously, Milton Washington was appointed to the Central Coast Commission for Senior Citizens, Area Agency on Aging to serve a term expiring in January 2015.

REGULAR BUSINESS:

5. ORDINANCE REQUIRING BICYCLING SAFETY EQUIPMENT. The City Council considered a recommendation of City staff to amend Chapter 7-10 to add new Subsection 7-10.11.A to the Santa Maria Municipal Code to require the wearing of protective equipment while riding a bicycle in a City bicycle park.

Recreation and Parks Director Posada gave a presentation as detailed in the Council Agenda Report. In 2008, Council approved the establishment of rules for the use of City operated skate ramp parks ensuring the safe use of ramps and requiring protective equipment. Since then, bicyclists have been using the parks, but without protective gear.

With the installation of a new bicycle pump track next to the City's skate board ramps at Fletcher Park, staff is recommending safety equipment for users of the pump track in addition to the regular skate park equipment. Enforcement of the use of the equipment would be by the Recreation and Parks Department, specifically the Park Rangers.

Public Input
There were no requests to speak.

Council discussion
Councilmember Boysen asked if the lack of bicycle gear has been a significant issue.

Mr. Posada said bicycle safety gear is more of an issue with teens and adults than with younger bicyclists. Some citations have been issued, but this Ordinance will help educate the public and begin a stricter enforcement policy.

Councilmember Boysen asked if there is still a law requiring bicyclists under the age of 16 to wear helmets.

Mr. Posada said yes, that policy is still in effect.

Councilmember Orach asked if the Ordinance would apply to all City parks.

Mr. Posada confirmed that it would.

Ordinance No. 2014-08 was introduced for first reading and continued to the next meeting for second reading and adoption amend Chapter 7-10 to add new Subsection 7-10.11.A to the Santa Maria Municipal Code to require the wearing of protective equipment while riding a bicycle in a City bicycle park, on motion by Councilmember Orach, seconded by Councilmember Boysen, on the following vote:

AYES: Councilmembers Boysen, Green, Orach, Zuniga and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: None

Ordinance No. 2014-08 introduced. AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, AMENDING SECTION 7-10.11 OF THE SANTA MARIA MUNICIPAL CODE TO REQUIRE THE WEARING OF PROTECTIVE EQUIPMENT WHILE RIDING A BICYCLE IN A BICYCLE PARK.

PRESENTATIONS:

6. PRESENTATION OF THE *ECONOMIC DEVELOPMENT COMMISSION'S* YEAR-END REPORT FOR 2013-14. Glenn Morris, President and CEO of the Chamber of Commerce, introduced Dave Cross, Economic Development Commission Director; Gina Keough, Visitor and Convention Bureau Manager; and Terri Paniagua, Visitor and Convention Bureau Services Coordinator with the Santa Maria Chamber of Commerce.

Mr. Cross gave a presentation regarding the year-end report on the services provided by the EDC during 2014-15. Funding from the City of Santa Maria, the City's Airport, and the Chamber of Commerce contributes to the success of the Economic Development Commission. Mr. Cross explained that the EDC helps businesses of all sizes by providing demographics, economic data, and other information as requested. The EDC also assists with meeting coordination, press releases, organizing site-visits, and the application process for business licenses.

Mr. Cross emphasized that supporting the manufacturing and industrial base is important as their employees earn higher salaries than agricultural workers, retail employees, and construction workers. In addition, they tend to provide long-term, consistent employment thus having a large impact on local economy. He also noted that it was this industry that helped to lift the City out of the recent recession. The EDC supports the manufacturing industry through the Manufacturers Association which offers many supportive and educational programs.

Upcoming projects will include an economic survey with local companies to obtain more current data, increased advertising, and outreach. Several special events were held this past year, specifically the 2014 Small Business Outreach Event held in Santa Maria for Vandenberg Air Force Base work activity; and several successful job fairs. A goal of the EDC is to help re-energize Santa Maria's downtown district and downtown merchants. Cash mob events have helped raise awareness of the opportunity in the downtown area. A downtown trolley committee has been implemented to coordinate opportunities for more trolley activities.

A Santa Barbara County Energy Watch Partnership is being administered by the Chamber of Commerce with funding provided by PG&E and Southern California Gas to help businesses and municipalities with retrofit projects, thereby saving the City a lot of expense. The EDC is encouraging businesses to go green with a Green Business Certification and hopes to grow the program.

Mr. Cross closed his presentation saying his office is always open and he thanked the Council and City for their on-going commitment to development.

Councilmember Green pointed out the EDC has been working with Vandenberg since the 1960's.

Mr. Cross said they do have an excellent relationship with Vandenberg and that the Air Force Base has a large economic impact in Santa Barbara County.

Councilmember Zuniga asked if the City Council could be provided a copy of the EDC budget when they receive the annual reports. She also asked if the EDC had captured the number of people able to actually obtain jobs at the job fairs or if the fairs were more for informational purposes; and could the EDC include those statistics with their reports.

Mr. Cross said the job fairs are held to place people in job positions. The Employment Development Department follows up with surveys and studies the impact of the fairs. Several businesses in town reported hiring people from the fairs. If the economy continues to improve as it has, Mr. Cross said he was certain many more companies will consider establishing themselves in Santa Maria.

Councilmember Zuniga asked if the trolley had a determined route yet. Mr. Cross said the route was still being established.

Councilmember Boysen asked if the Customs Office will be returning to the airport.

Mr. Cross replied that the project is still in the works. The main obstacle will be how to financially sustain the office.

Mr. Morris also responded to Councilmember Zuniga's request to tie outcomes into the annual reports and said future reports would include more details to quantify the outcomes of events, as well.

The report was received and filed.

7. PRESENTATION OF THE VISITOR AND CONVENTION BUREAU SERVICE'S YEAR-END REPORT FOR 2013-14. Gina Keough, Visitor and Convention Bureau Manager, gave a presentation regarding the year-end report on the services provided by the Visitor and Convention Bureau (VCB) during 2013-14. The VCB serves as the marketing arm for the City of Santa Maria. The VCB works with two California Welcome Centers: one in Oxnard and one in Pismo Beach. Santa Maria Community Guides were distributed at these centers as they have the highest visitation in the state.

During 2013-14, the transient occupancy tax increased 12.34 percent and totaled $2,844,496.90. The return on the investment to the City was more than $2 million.

The VCB provides services to bring groups of visitors to the City, saving them time and money in planning their events. They also serve as a resource to their members and maintain an online calendar that includes attractions, hotels, upcoming events, and restaurants. VCB coordinated a China Culture class for local businesses and welcomed more than 500,000 visitors from China over the past year. That number is expected to exceed 1 million in the near future.

VCB staff attended several trade shows during the year, including the 17th Annual Los Angeles Times Travel Show at the Los Angeles Convention Center with more than 20,000 travel enthusiasts.

Feature stories about the Santa Maria Valley appeared in California magazine, and a 10-page article in Sunset Magazine titled "The West's Best BBQ Town," as well as numerous other publications.

The VCB tourism partners offered additional exposure online at SantaBarbaraCA.com, FilmSantaBarbara.com, CentralCoast-Tourism.com and VisitCalifornia.com. The VCB worked closely with the Central Coast Tourism Council which is the most successful of all the regional marketing associations for Visit California. Working with these entities ensures that Santa Maria Valley maintains visibility in marketing awareness for the Central Coast region and the State of California.

The VCB maintains two websites, SantaMariaVisitor.com and SantaMariaWines.com, and hosts the Official Santa Maria Style Barbecue blog at SantaMariaValleyBBQ.com. The VCB is also active with social sites such as Facebook, Twitter, and LinkedIn.com.

Marketing plans include revising marketing efforts and strategies now that the economy is improving; and expanding outreach to Lompoc, Guadalupe, and other surrounding communities. She encouraged the Council and City staff to attend upcoming meetings as their schedules allow.

Mr. Morris announced there will be a campaign to solicit information from local residents on the *Five Top Experiences in the Santa Maria Valley*. The information will be used by the Chamber to promote the City, particularly on social media.

The report was received and filed.

REPORT BY CITY MANAGER:
City Manager Haydon reported on items for the September 16, 2014, agenda to include the removal of two crosswalks on the northeast part of town; the second reading of the bicycle gear ordinance; and a fee credit discussion on Hancock Terrace and Siena Projects. He also indicated that the Library ordinance regarding the size of personal items allowed in the library has been tabled for further study.

ORAL REPORTS OF COUNCILMEMBERS AND OFFICERS (INCLUDING AB1234 REPORTS):
Councilmember Green reported that he attended the Filipino annual banquet.

Councilmember Boysen indicated that he had nothing to report.

Councilmember Orach indicated that he had nothing to report.

Councilmember Zuniga expressed her gratitude to Santa Maria Electric who recently did an improvement on the north side of town. She went on to say she recently attended New Hope Church's scholarship fundraiser for youth. She also attended the United Domestic Workers Labor Day picnic at Pioneer Park.

Mayor Patino reported that she attended a Committee I.N.C. meeting in Guadalupe where they are trying to get 3 Measures passed so they can remain sustainable; the Air Pollution Control District meeting; the Air Museum event with the Army Squadron; the Fighting Back Santa Maria Valley Board meeting; the Serve Santa Maria VIII event; Thunder Over the Valley where she delivered the opening remarks; concerts in the park; and she spoke on the Ben Heighes radio show.

ADJOURNMENT:

There being no further business before the City Council, Mayor Patino declared the City Council meeting adjourned at 8:20 p.m.

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APPROVED:

September 16, 2014
Date

Rhonda M. Garietz
Chief Deputy City Clerk of the City of Santa Maria and ex officio Clerk of the City Council

Alice M. Patino
Mayor of the City of Santa Maria

ATTEST:

Rhonda M. Garietz, CMC
Chief Deputy City Clerk